

3 April 2017

**Private & Commercial Finance Group plc**

**(“PCFG”, the “Company” or the “Group”)**

**Director Dealing**

The Company was informed today that, on 31 March 2017, Scott Maybury a director of the Company, sold 42,500 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) at a price of 26.01 pence per Ordinary Share and then repurchased, into his ISA, the same number of 42,500 Ordinary Shares at a price of 26.67 pence per Ordinary Share to facilitate an ISA transfer.

Following these transactions, Mr Maybury’s beneficial ownership remains unchanged at 1,717,653 Ordinary Shares, representing approximately 1.0 per cent of PCFG’s issued Ordinary Share capital.

- end -

For further information, please contact:

**Private & Commercial Finance Group**  
Scott Maybury, Chief Executive Officer  
Robert Murray, Managing Director  
David Bull, Finance Director

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The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities (“PDMRs”) and persons closely associated with them.**

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Names	Scott Maybury – CEO

<b>2</b>	<b>Reason for the notification</b>							
a)	Position/status	See 1(a) above for position – classified as a PDMR of PCFG						
b)	Initial notification /Amendment	Initial						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	Private & Commercial Finance Group plc						
b)	LEI	213800UDT5QE28AFU288						
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>							
a)	Description of the financial instrument, type of instrument	Ordinary shares of 5 pence each (“Ordinary Shares”)						
b)	Identification code	GB0004189378						
c)	Nature of the transaction	Transfer of Ordinary Shares to ISA						
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Prices(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>26.01 pence</td> <td>42,500</td> </tr> <tr> <td>26.67 pence</td> <td>42,500</td> </tr> </tbody> </table>	Prices(s)	Volume(s)	26.01 pence	42,500	26.67 pence	42,500
Prices(s)	Volume(s)							
26.01 pence	42,500							
26.67 pence	42,500							
d)	Aggregated information - Aggregated volume - Price	<p>42,500 Ordinary Shares (sold) at 26.01 pence per Ordinary Share</p> <p>42,500 Ordinary Shares (bought) at 26.67 pence per Ordinary Share</p>						
e)	Date of the transaction	31 March 2017						
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)						

Name of authorised official of issuer responsible for making notification:

Robert Murray

Company Secretary to Private & Commercial Finance Group plc

**About Private & Commercial Finance Group plc ([www.pcfg.co.uk](http://www.pcfg.co.uk))**

Established in 1994, Private & Commercial Finance Group plc is an AIM-quoted specialist bank which has two main operating divisions:

- Consumer Finance which provides finance for motor vehicles to consumers; and
- Business Finance which provides finance for vehicles, plant and equipment to SMEs.

The Group has a highly efficient and scalable business model, utilising its specially developed internet-based proposal system to service national networks of brokers and suppliers.

Certain information contained in this announcement would have constituted inside information (as defined by Article 7 of Regulation (EU) Number 596/2014) prior to its release as part of this announcement.